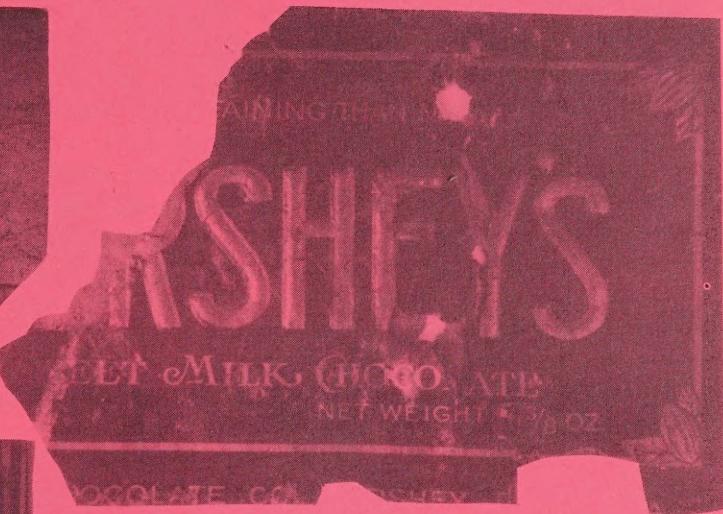
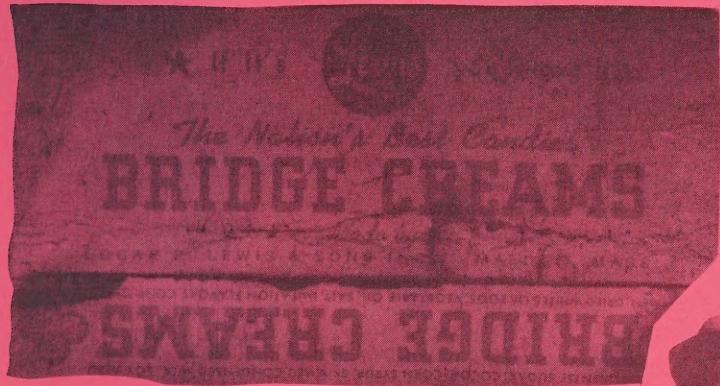


# Candy Bar Gazebo

Volume II, Issue 4 - Fall, 1985

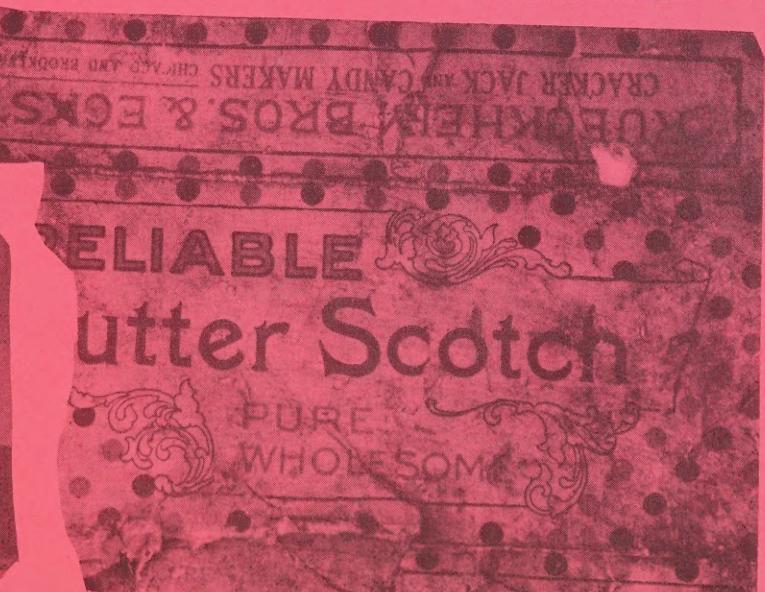
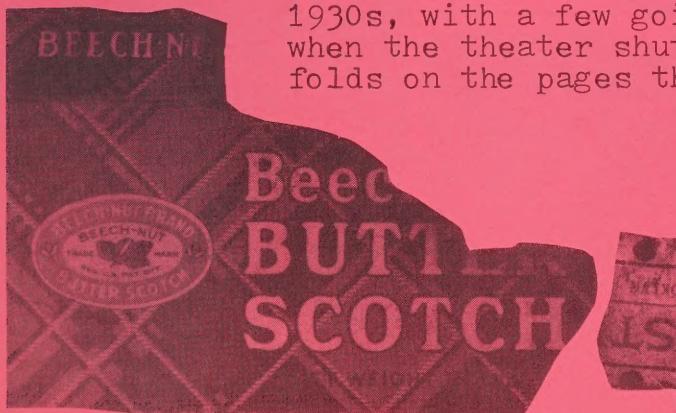
[Issue 8]

A Treat To Read



## THE MOVIES

Shown on this and the following pages are montages of old candy containers found in the Milda Theater, Chicago, Ill. The containers date back to the 1920s and 1930s, with a few going into the 1950s when the theater shut down. The story unfolds on the pages that follow.



## THE PURPLE ROSE AND THE MILDA

It was in mid-October of 1983 when I received a call from Rollins and Jaffe Productions of New York City. The staff was getting ready to begin production of a new Woody Allen film, The Purple Rose of Cairo. The staff was looking for a consultant to look into candy bars of the 1930s, and if they were sold in movie theaters at that time. Also, did I have any old bar wrappers and boxes of the times that could be used as props for the forthcoming movie. Through practical experience I answered, "Yes," as I remembered buying candy bars in theaters in the early 1930s, but I had been raised in the Midwest, so wasn't sure about the situation in the East during that time. But I could find out. I'd report back to them.

Suffice it to say, Rollins and Jaffe Productions called again several weeks later to inform me that an old employee of the Walter Reed chain that operated in the East had been contacted. That person had told them candy wasn't marketed in their theaters at the time, so the film producer dropped the candy idea, but "Thanks anyway. Thanks for your help." (Sorry to say there was a big distributor of candy bars to theaters who operated from the East Coast all the way to the Mississippi River, supplying candy to theaters. This I had verified through a number of manufacturers and candy people in the United States.)

The town of Piermont, New York, became the scene for the movie stage. Twenty-five miles north of New York City, this sleepy Hudson River town became the location for the Depression Era, New Jersey mill town, of the movie. The buildings were painted over to represent the times, vintage 1930s automobiles were rolled out of a storage warehouse, 1930s sheet music, clothing, newspapers, and even plumbing fixtures were rolled out. But the candy bit, that was handled in a subdued fashion, to say the least. (continued on page 4)

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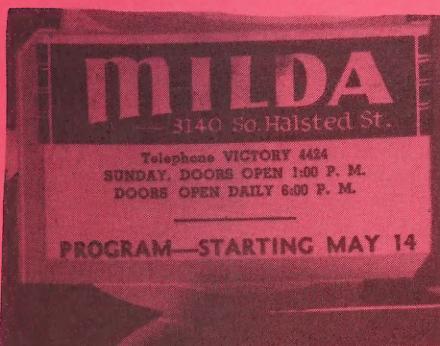
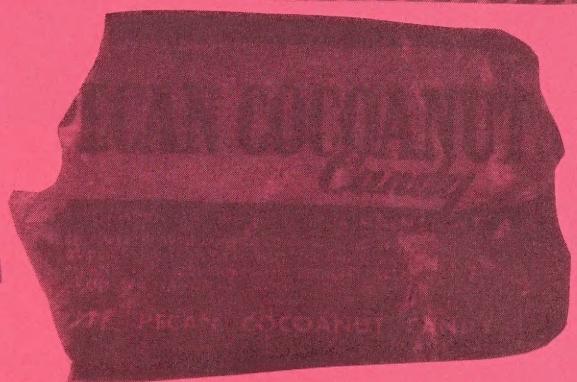
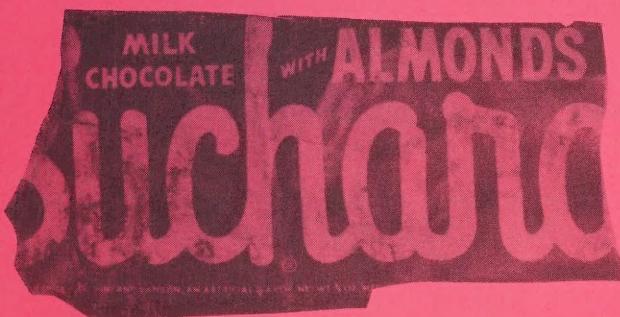
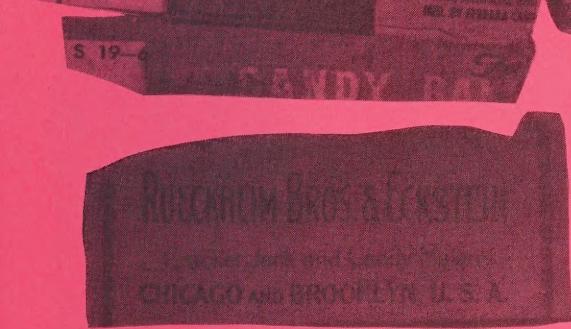
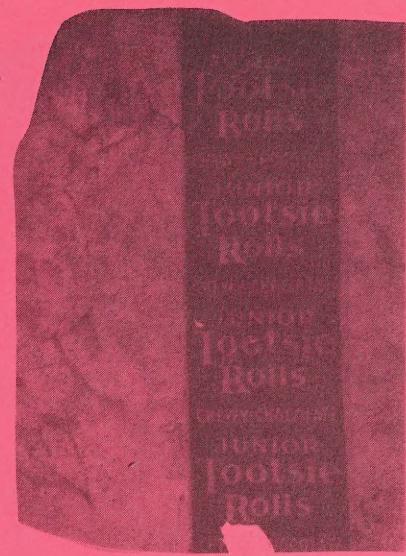
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All correspondence should be sent to: Ray Broekel, Six Edge Street, Ipswich, Massachusetts, 01938.



When The Purple Rose of Cairo made its way to the movie screens in early 1985, it opened to critical acclaim. But it passed from the scene quickly, moving from first-run theaters down the line to short-run theaters. The film even passed me by where I live in Ipswich, Massachusetts. So I was never able to really see what had been done about candy in the theaters in the 1930s. I guess it was just as well I didn't lend my name to the production as a consultant.

The scene now shifts to early April of 1985. An ad in a magazine caught my eye. A collector in Chicago had something nifty to sell. He had gone into a movie theater of old, the Milda, on South Halstead in Chicago. "The once-elegant Milda, quietly awaited an uncertain future behind the yet-to-be completed offices at 3142 South Halstead Street. Gone forever was the glitter of vaudeville from its stage, fashion contests with audience participants, live dramas, Dish Nights, pie-eating contests, live orchestras, and The Three Stooges prancing only across the screens of our memories now. Lost, too, was the marble statuary at the entrance of this theater and the marquee that blinked in pastel lights like a pulsating stained glass." (quoted from an article in The Bridgeport News, a neighborhood newspaper in Chicago - "The Lost Theatres of Bridgeport," by John Aranza.)

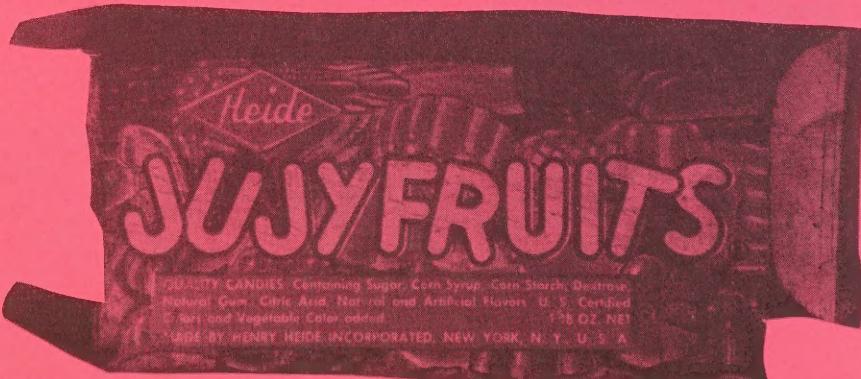
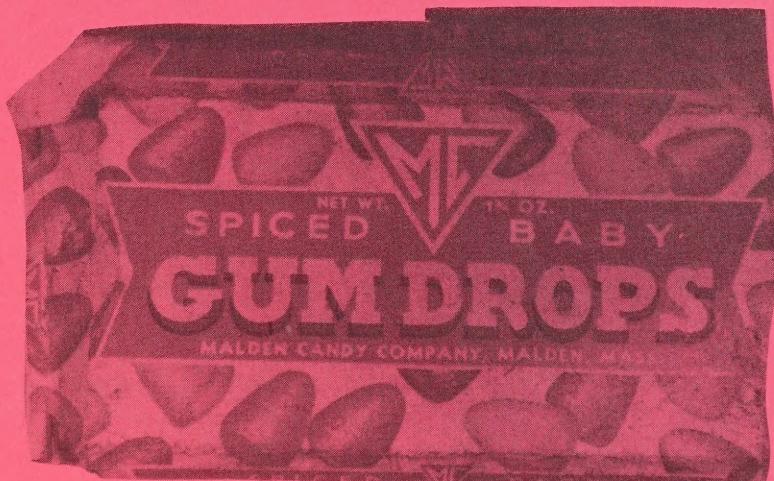
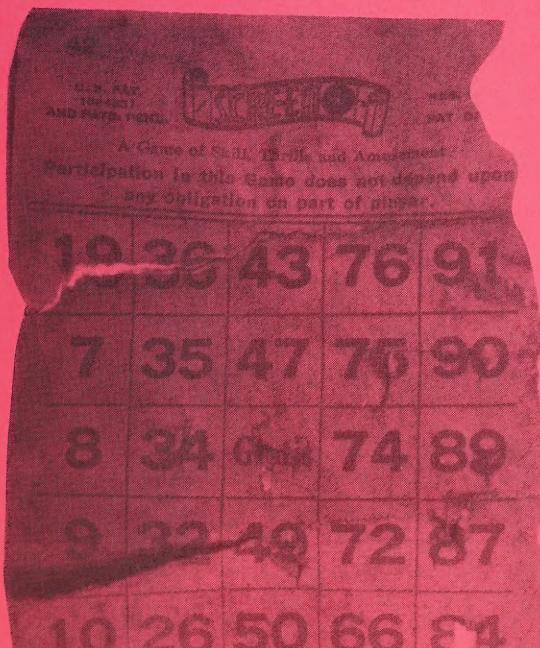
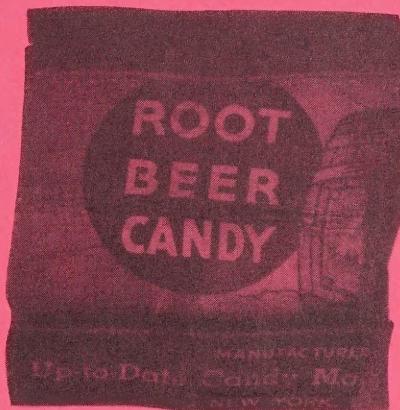
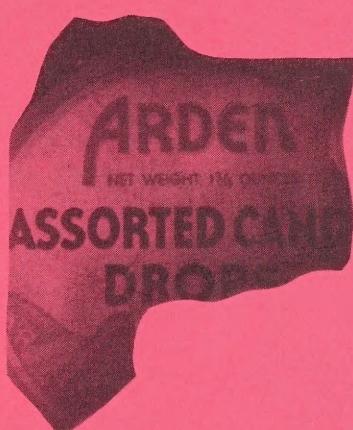
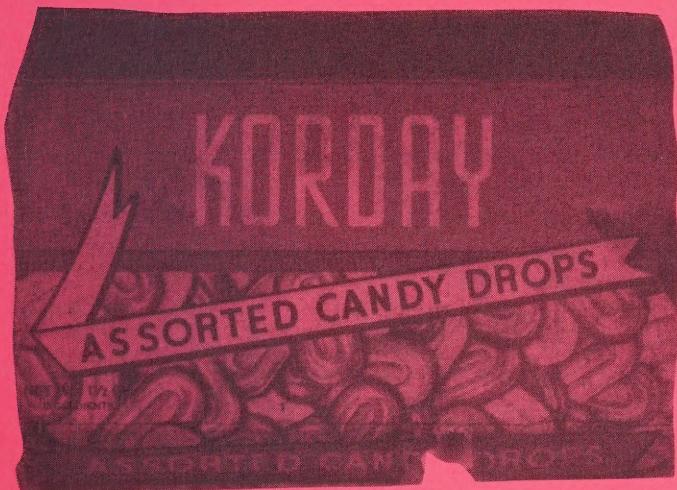
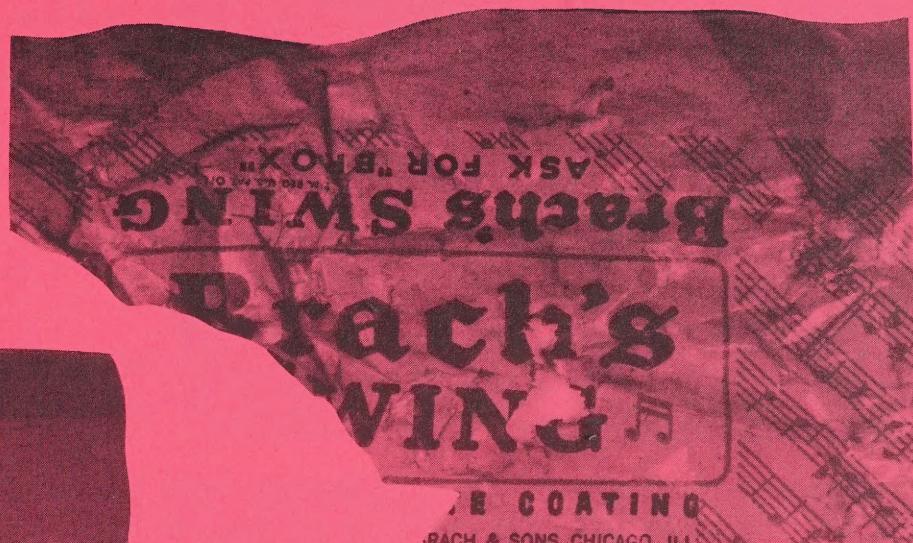
The Milda was built in the 1920s. It closed down in the 1950s. A rehab attorney attempted to create five floors of modern offices across the front of the building in the late 1970s and early 1980s. At the present time another local architect and contractor purchased the site for future office space.

John Aranza became enamored of that old theater because of fond memories. So he ventured into that boarded relic of the past. In the balcony he discovered a veritable treasure trove of junk, the debris that had collected in the floor vents with the wire mesh covering that had been kicked in. But there the treasure was - old, dusty, musty popcorn boxes, gum wrappers, fragments of candy boxes, dilapidated candy bar wrappers, old movie programs, screeno cards, etc. The time ranges of the finds dated mostly from the late 1920s through the 1930s.

One of the late 1920s pieces was a partially disintegrating Hershey milk chocolate wrapper. It was identified as a late 1920s piece because of the slogan, "More Sustaining than Meat," which can be partially seen on the wrapper remains. The end of a Cracker Jack box, identified as made by Rueckheim Bros, & Epstein, and a box identified as Reliable Butter Scotch, also came from the makers of Cracker Jack.

Identified as a 1935 item was the old Screeno card found. Screeno was a game that was played much like Bingo. If a card player won, he'd holler the word, "Screeno," walk on the stage where the card would be verified, and then would be awarded a prize. In those Depression Days all kinds of gimmicks were used to lure customers into the theater. There were nights when 22 karat hand-decorated chinaware was handed out free to the ladies (especially designed for the Milda theater!). Admission was 10¢ for all balcony seats (main floor seats were 15¢). Double-features were shown on most nights, and films were changed on the average of four times a week.

Among the boxed candies (generically candy bar products) was a Heide Juju-fruits box. From the Malden Candy Company, Malden, Massachusetts, came Spiced Baby Gum Drops. Also from Mal-



den, Edgar P. Lewis & Sons Inc., came Bridge Creams. From Beech-Nut came Beech-Nut Butter Scotch. From Ardens of New York came two items, Root Beer Candy, and Assorted Candy Drops. And from Brooklyn came Mason Black Crows. Also from Brooklyn was Korday Assorted Candy Drops.

A Chicago company represented in the Milda treasure trash trove was Ferrara's Boston Baked Beans. Ferrara's is a still active company. Wrigley's chewing gum was represented by old Juicy Fruit, and Spearmint wrappers. Also represented was an old Beechnut peppermint-flavored gum wrapper.

Two penny candy wrappers identified two old Chicago companies that have since been absorbed by other companies, Holloway and Collins (the original makers of Walnettos).

Popular to the theater crowd was the Tootsie Roll in various sizes. Tootsie Roll at the time was made by Sweets Company of America, Inc., of New York City. Not a candy item, but still a Curtiss product, was the label for a bag of pretzels, an indication that Curtiss made many other products than just Baby Ruth candy bars.

Besides Hershey, other candy bar wrappers in bits and pieces were Mounds, Mason's Pecan Cocoanut, a Suchard bar, and a Brach's Swing bar. Not shown were numerous popcorn boxes, as well as empty soda pop cups. All these items were living proof of a time gone by.

Those were the days, Depression Days, when living was hard, fast, and fun, too. It didn't seem so at the time, but that's the way it really was.

#### RECIPE CORNER

Here's another recipe provided through the courtesy of Bob Bemm via Elaine Gonzalez.

##### Peanut Butter Meltaways

3 oz. coconut oil (72°)  
9½ oz. milk chocolate  
7 oz. dark chocolate  
6½ oz. peanut butter

Melt coconut oil and chocolate, add peanut butter, mix well. Cool to about 85° F., and pour into a wax paper lined 8" x 8" cake pan. Cool and cut into bars with a hot knife. Dip into dark chocolate.

#### MAIL ORDER

Those of you interested in sampling Long Boy Coconut Bars need to order 12 cases, packed 12/120. The cost is \$83.16/cs - freight prepaid. Contact Iris Edwards, American Candy Mfg. Co., P.O. Box 879, Selma, Alabama 36702-0879.

## LOS ANGELES TRIP

Getting rave notices were the Mon Trésor Belgian chocolate bars. All the bars were outstanding. They each had a hazelnut spread that was creamy and smooth at the bar centers. The Praline White bar was perhaps the premier bar. Others were Praline Milk, Praline Bitter, and Capuccino Milk.

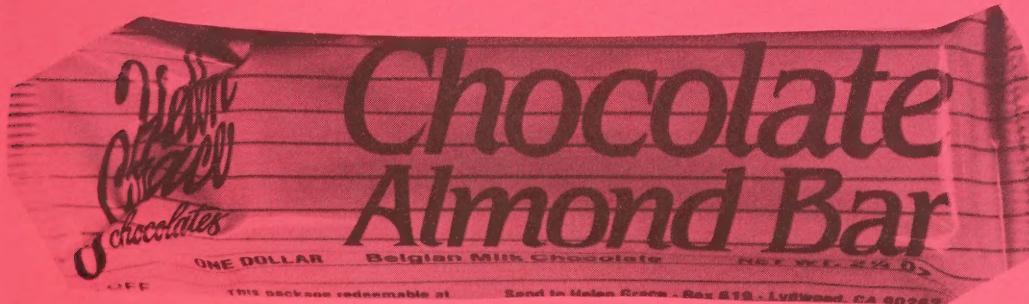
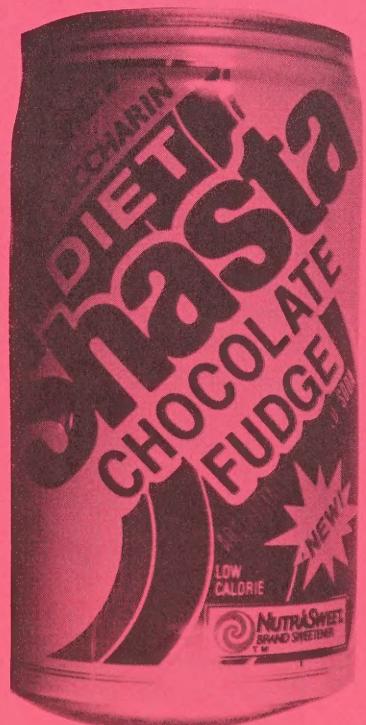
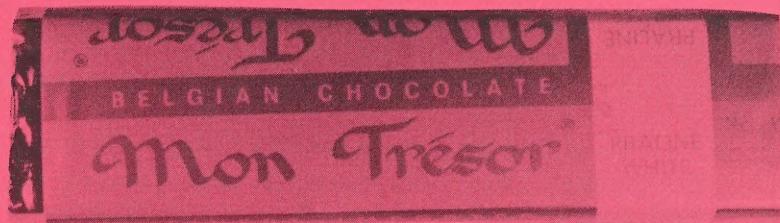
Belgian chocolate really was in appearance at the show. The Cheval Noir was another outstanding collection of bars - Praline Truffle Filling, White Chocolate with Praline Truffle Filling, Milk chocolate with Capuccino filling, and Bitter Chocolate Praline Truffle filling.

Gudrun of Belgium was founded about half a century ago in the small Flemish town of Lier. There were a series of numerous bars available. The chocolate was good, but tended to overpower the cream fillings. Bars were Advocat, Fondat, Praline, Gianduja, Nougatine, Milk Chocolate, Framboise, Vanilla, Mocca, Noisette, Orange, and Pistache.

See's, a venerable West Coast firm, makes its own set of bars for sale in just its retail stores. The bars really are very very good, and have identification stickers on clear cellophane wrappers. The bars are Butterscotch Pecan Sandwich Bar, Hawaiian Caramel Bar, Brownie Fudge Bar, Chocolate Nut Bar, and Bordeaux Bar. The first two bars listed are really tops.

Helen Grace Chocolates of the greater Los Angeles area puts out several fund raising candy bars - Peanut Butter Crunch, Caramel Nut Buddys, Chocolate Nutty-Fudge, and Double Delight. In a chocolate almond bar Belgian chocolate is used.

Also making its debut at the Los Angeles show was Shasta Diet Chocolate Fudge Soda. Canfield's is better.



## THE GERMAN-AMERICAN COWBOY

The German love affair with the American cowboy has been going on for over 100 years, and the person responsible for that love affair had never seen a buffalo, an Indian, or even a cowboy in the natural environment. In fact, the German, Karl May, never got within six thousand miles of a native American buffalo, a native American Indian, or an American cowboy.

American cowboys simply grew out of the fertile imagination of this German-born author. Born in 1842, May became somewhat of a jail bird, and it was while in jail that he began jotting down his stories of the American West. May ended up having written 73 novels by the time he died in 1912. About half his novels dealt with the American frontier, and they were translated into more than a dozen languages, sold more than sixty-five million copies, and still sells almost a million copies a year almost seventy years after May's death.

May's cowboy hero was named Old Shatterhand, a nickname he acquired after he smashed a Kiowa warrior unconscious with one blow of his fist. He was a mixture of Buffalo Bill, a pre-destined dash of Buck Jones, and a pre-destined dash of Tom Mix, who grew out of the American film industry that developed after World War I. He was the guy in the white hat and had as his constant Indian companion, Winnetou, who was eventually killed by a bullet intended for Old Shatterhand. He died in his friend's arms as Old Shatterhand sang "Ave Maria," thus assuring his heathen friend a Christian baptism burial before he died.

A rather unusual manifesto of the German love affair with the American cowboy took place in Dresden, Germany. The event took place on a sunny Saturday in the year 1932. An American cowboy movie from the United States was to premier at a Dresden cinema at 2:00 that afternoon. And to precede the showing of the movie a parade, complete with Indians and cowboys, was to parade down the main street of Dresden right to the front door of the theater. The crowd was already four deep for at least a mile near the parade route at 10:00, four hours before the parade was even to begin.

When the parade finally did get under way the throng increased in size and was most enthusiastic. It was an exuberant crowd of lovers of the American West who cheered the cowboys (Germans in disguise) and Indians (more Germans in disguise) as they loped down the dusty trail (Dresden's main street that was sparkling clean). The enthusiasm was contagious, so you could pretty much know where the parade was located once it got started. The cheering and clapping from the crowd pinpointed the location of the performers along the route.

On a parallel street, just two blocks away, on the same Saturday in 1932, another parade was scheduled at approximately the same time as the cowboy and Indian parade to kick off the American Wild West movie. But there were few people who witnessed the parade that was being held on that parallel street.

A group of kids (four members in group) could see the progressive action of the two parades by simply running back and forth between the two. The group of kids really had to worm themselves between the spectator throng at the Wild West parade so as to get to the front to view the action, but that wasn't the case at the other parade because few

people were really interested in that one. That parade was one of the early parades of the Brown Shirts, as they were called, Adolph Hitler's followers, the Nazi's. The Brown Shirts were to supplant the American cowboy in German eyes preceding World War II and during that war. Those years were years of temporary insanity for the Germans.

After the war the American cowboy again began to take on his role as the #1 favorite hero of the Germans. And today the only book out-selling the books of Karl May is the Bible. The American cowboy, consequently, is indeed submerged in the German psyche.

The German-American cowboy, Old Shatterhand, not only remains on the list of German best-sellers as far as books are concerned, but also in guise of a candy bar, the Mister Tom bar. The bar is basically a peanut brittle bar, and shows a Tom Mix-like cowboy, complete with cowboy hat. It's a popular bar, and sells well at the various imitation Wild West attractions that are scattered throughout present-day Germany.

Little did Karl May know what he had started. He not only popularized the American cowboy through Germany for over a century, but he also laid the base for a candy bar that featured not only the American cowboy, but also the American peanut!



## NEWS

Back in June the Standard Candy Co., Nashville, Tennessee, acquired the Stuckey Candy Co., from Pet, Inc. James Spradley, former president of Stuckey's will run that operation, while Standard will continue under the management of James Spradley, Jr.

The Dodo Bird was making typo tracks in the last issue of Candy Bar Gazebo. We apologize. The person responsible has been put on a diet of milk chocolate for the duration.

## NEWS FROM READERS

Harry Levene of England reports that he'd be off for a two-week vacation to Switzerland to pick up many new wrappers and lots of chocolate. Harry also reports that Belgian chocolate shops have been opening up all over London. Perhaps that's the start of the Belgian invasion.

Edmond Opler of Chicago reports that the new plant of World's Finest Chocolate, Inc., of that city is now in full operation. Plants are also in operation in Canada and Australia.

Wallace Pfeiffer of Joliet, Illinois, sent along an article on Tootsie Roll from the Chicago Tribune. The deal in which the Tootsie Roll Company purchased the Cella company was mentioned in the article. Jack Sevick, Elmhurst, Illinois, also sent the same article along. He points out that in the article it said that Tootsie Roll "was America's first handwrapped candy."

Jiri Matatko, Czechoslovakia, writes that he has a very large collection of chewing gum wrappers, about 19,000 items. Shown is a photo of one of his 1914 wrappers. It is Czechoslovakian, and the oldest wrapper in his collection. He wonders whether American collectors have any wrappers that pre-date that issue. If interested in communicating with Jiri, write him in English - Svetla 496, 4614 Liberec, Czechoslovakia. He is also open for trades.



Bob Schroyer of Ohio remembers hearing an old Chicken Dinner radio commercial that went,

My name is Denver Ike  
I come from Peaks Pike  
And chick, chick, Chicken Dinner  
Is the candy bar for me!

Glenn Sontag, Oak Creek, Wisconsin, recollects that a chicken was clucking along in the background. And keeping along with Chicken Dinner tracks, Charles Pihringer, Milwaukee, reports that he particularly enjoyed the Chicken Dinner story in the summer issue of Gazebo.

Ira Katz, Los Angeles, sent along an article from Bottom Line/Personal, April 30, 1985. The article, based on research done by Susan Schiffman, a psychology professor at Duke University Medical Center, was on Tootsie Roll. "Tootsie Roll can help relieve stress - and with minimal side effects. Reason: Chocolate is loaded with pyrazines, which are structured similar to life-essential amino acids. Pyrazines stimulate the pleasure center of the brain, which interrupts stress signals and helps cheer you up. And the sugar in chocolate raises the level of brain serotonin, a natural chemical that soothes frazzled nerves." How about that?

Bill Stark, Pewaukee, Wisconsin, reports THE CHOCOLATE CHRONICLES as being extremely interesting and well done. That book is still available at \$13.95, plus \$1.00 for handling and postage.

## NEWS FROM READERS

Stanislav Kramsky of Czechoslovakia has written about the Terry Company of England. Here's what Kramsky has to say: "Joseph Terry and Sons is one of the oldest confectionery firms in the world. It was founded in 1767, during the reign of King George III.

"Bayldon and Berry were the two originators of the firm. They formed a partnership in a shop in York to sell lozenges, comfits, candied peel, and other simple confectionery products. In 1823 they were joined by Joseph Terry. By 1830 he owned the entire business.

"In time his sons took over the business. In 1886 a new factory was built and chocolate blocks were introduced. A distinctive flavor had been established by 1895 through a process of selection and blending of cocoa beans. Cocoa plantations were bought prior to World War II. During the war production was limited pretty much to the war effort.

"After the war production was modernized and a wide variety of products were made. The Oliver Twist plain chocolate bar was an early chocolate bar. More modern bars are Terry's Plain Chocolate, Waifa, and Take 2. The latter is a packet of two bars having coffee cream centers. Marzipan bars and Dessert Chocolate Apples and Oranges are also produced. A part of production is exported to other countries."

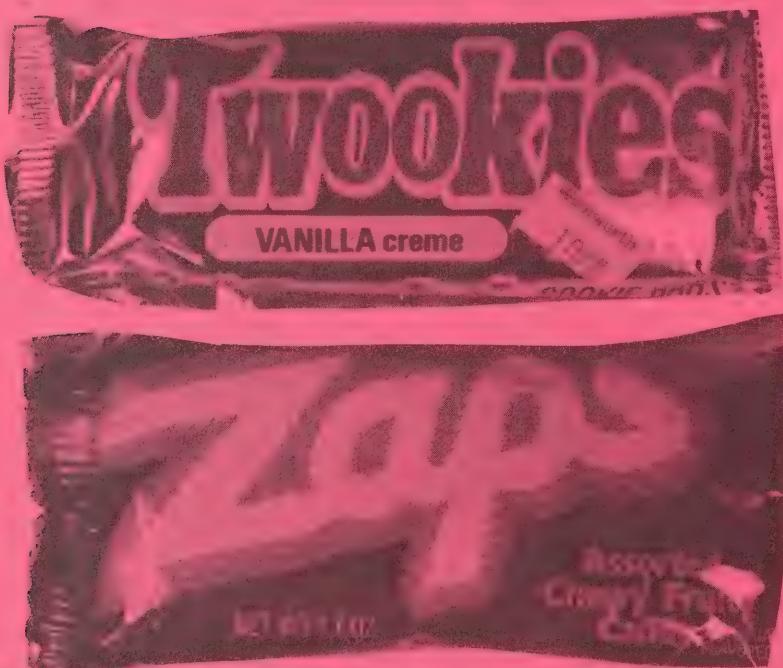
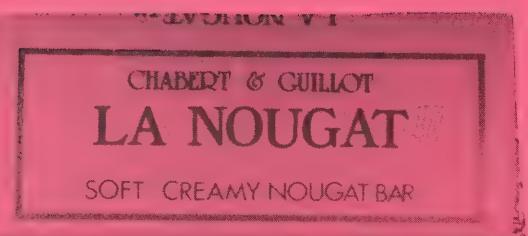


Wafer biscuit covered with plain chocolate



Jim Reynolds, Richmond, Virginia, writes, "I used to buy Tangos at Walgreen's drug store in the Pentagon during World War II days." (That no-longer-being-made-bar is remembered fondly by more people - maybe it'll come back one of these days!)

IN AND AROUND IPSWICH



In spite of the summer season a number of bars made their appearance in the Ipswich area. La Nougat, a soft, creamy nougat bar made in France by Chabert & Buillot, Montelimar, France, is being distributed in the United States. The bar is said to be made the same as it was made over 137 years ago, using among other things egg whites, almonds, and honey. The bar sells for 35¢ and is indeed a taste treat.

From Peter Paul Cadbury, and made in the United States, comes Krisp, a milk chocolate bar containing crisp rice. It is a good-tasting bar.

New from Whitman is a low calorie bar, Lite. The wrapper contains four pieces of low-calorie candy. Taste-wise the candy is okay, but calorie-wise it really isn't a winner. The wrapper says, 1/3 fewer calories, but it doesn't say what the product being compared to is.

From Intersweet, Inc., Skokie, Illinois, comes a trial-size version of the Twookies vanilla creme cookie bar. It is a 10¢ item and is okay by tasting standards.

Zap is put out by Sunline Inc., of St. Louis. The package contains an assortment of chewy fruit-flavored candy.

Fruitart Chews is a packet of cherry-flavored chewables, also made by Sunline.

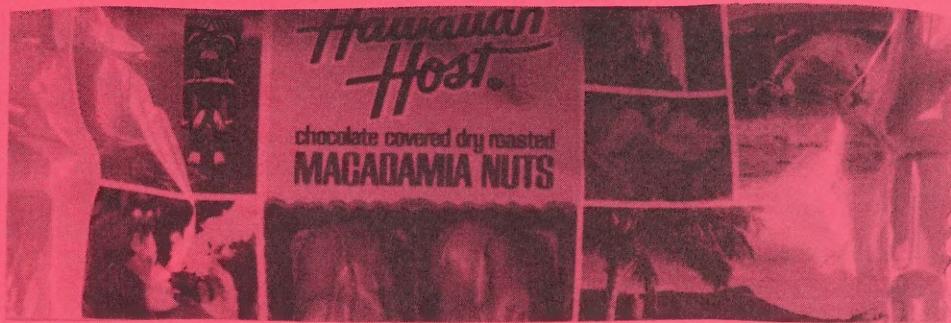
If you like tartness, one of American Candy's (Selma, Alabama) new products will hit the mark for you. It is a hard candy, fruit-flavored, rainbow-colored, sucker stick that is called Big Bo. It's a good buy if you like that sort of thing.

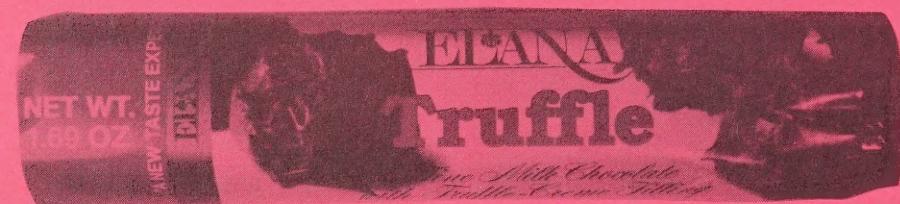
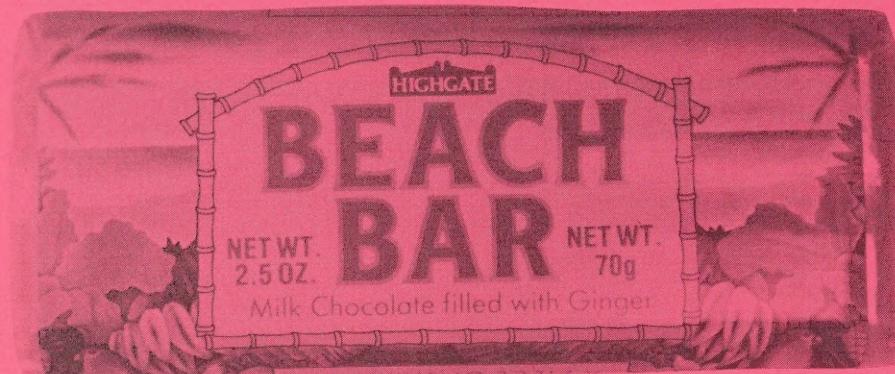
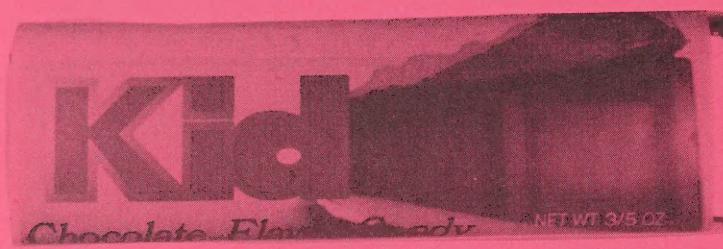
Macadamia nuts have been sold in California for some time, but now are available in the East. Products introduced were Chocolate Covered Dry Roasted Macadamia Nuts, and Maui Caramacs (macadamias plus caramel). The taste is okay.

The U-No bar isn't new, but it finally made it to the East Coast. The California bar has sales potential. The roasted almond bits in the truffle-like chocolate center makes this a really tasty candy bar.

After over fifty years, Baby Ruth and Butterfinger again are available in quarter-pound versions. The original quarter-pound bars cost 5¢ back in 1933. Today the cost of the bars is 65¢. The bars really do taste better in this size than they do in the smaller sizes available on the market. (That's also true of the quarter-pound Snickers bar that made its appearance a few months earlier.) a quarter-pound bar is a four-ounce bar and is quite a mouthful at just one eating.

A cleverly packaged item, \$20,000 Chocolate Candy, is a West German import. Four small cream-filled bars are in the package. The pieces are good, but the price is a bit stiff. It's the package you are paying for in this one.





## NCWA ANNUAL CONVENTION

The National Candy Wholesalers Association annual national convention in August was a really big show. Lots of exhibitors were there, the largest crowd ever, with foreign imports taking a big part in the show. As a result many "new" bars were present.

From Spain came a quite small bar made out of confectionery chocolate. It was named the Kid bar. And from Scotland came the Big Bar, somewhat misnamed, as it was anything but big.

From Jamaica way, Highgate Food Products Limited, produced two bars, Beach Bar, milk chocolate filled with ginger; and Beach Bar, milk chocolate filled with banana. The ginger and banana flavoring, sorry to say, just weren't there.

A new Heath Bar, American made, was introduced by Heath & Sons. Called Soft 'n Crunchy, the wrapper contained a double bar of a softer-to-chew toffee, milk chocolate covered, that rang the bell of the taste buds.

Two new Elana bars, made in Austria, were at the show. They were the Mint and Truffle bars. Taste was good.

Foreign-made bars were beginning to be marketed in the U.S. through Rowntree-DeMets of Chicago. The Big Cat bar, made in England, was especially tasty. The same bar made in England is called the Lion Bar. The Nuts bar, made in Holland, contains hazelnuts among other things and is tasty. And Mackintosh's Caramel, is made in Canada.

Chymos of Finland had several bars at the show. A caramel bar that had a chocolate-flavor filled center was the best of the bunch. Fruito bars that were strawberry cream filled and orange cream filled were fair only.

Now being marketed in the United States are two William Neilson Ltd. products of Canada. Peanut Butter Crunch, and Neilson Coconut are both confectionery-coated products that tasted good.

A new U.S. candy, Toros, was introduced by Snacks & Candies, Inc., of Laredo, Texas. The product is a very tasty peanut butter candy.

Another new United States product is Angela Marie's Marshmallow Munchie, a crisp rice/marshmallow confection. It comes from Kaysville, Utah. Corn syrup holds it all together, and it's not bad!

There were many other bars introduced at the show, and as a consequence this feature will be continued in the next issue of Candy Bar Gazebo, so stay tuned.

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Dr. John Featherstone, oral biology department, Eastman Dental Center, Rochester, New York, and his research associate, Sheila Mundorff, recently tested foods by using machines to give rats 15 to 17 snacks a day. After five weeks the rats' teeth were examined. There were a couple of surprises in the study. Raisins weren't expected to be so harmful because they are rich in fluoride. Apparently they do their damage by clinging to teeth, giving bacteria a chance to feed on their sugar.

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## CANDY LAND NEWS

The merger of Reynolds/Nabisco makes for a biggie combine. Anyone for chocolate-flavored cigarettes?

A recent news article that was carried nationally in newspapers and used by radio broadcaster Paul Harvey, mentioned that a study attributed to Pamela Hand, a veterinarian at Ohio State's College of Veterinary Medicine, warned that chocolate can be deadly to dogs. Among other things it was said that chocolate contains theobromine, which is similar to caffeine. Now here's a case in point. Fergus, our 12-year-old canine, has been an avid chocolate candy sampler for six years (half her life). She's still perking along at a marvelous rate. Even her cataracts seem to have cleared up.

The Canfield Beverage Company of Chicago now has distributors in Massachusetts, New York, and New Jersey. An ad for the company's Diet Chocolate Fudge appeared in a Bloomingdale's ad in The New York Times in May of this year. This super drink is calorie free, but now someone else has gotten into the act. It's the maker of a White Chocolate Soda. It isn't calorie free however - a 12-ounce can contains 145 calories.

Out in New Haven, Connecticut, the Capitol Candy Company has purchased the operating assets of the Bradley Smith Company, Inc. The name Bradley Smith will continue to be used. It's an old name in the candy business, having put out the various Yale bars a number of years ago.

Zachary Confectionery has taken over Chocolate House of Milwaukee. The present management will continue to run operations for the present.

Cella's has been taken over by Tootsie Roll. And Howard B. Stark Company of Peewaukee, Wisconsin, is negotiating to take over operations of the Charles N. Miller Company (Mary Jane) of the Boston area.

Brach's of Chicago now makes the Gardner Peanut Butter Meltaway Bar, so Brach's is really expanding its bar line.

Frank Fiore of Hollidaysburg, PA, reports that Boyer Bros., Inc., Altoona, is going ahead with a proposed Boyertown USA theme park development of the Lakemont Park area. It'll make Altoona into a real tourist attraction.

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## MAIL ORDER

If you wish to sample the Cherry Humps bar, you'll need to write for an order sheet. Your contact is:

Liz Edmond  
Order Department Supervisor  
Brock Candy Co.  
P.O. Box 2247  
4120 Jersey Pike  
Chattanooga, TN 37422-2427

